

Celtic CONNECTIONS 2012

Sponsored by



FUNDING THE FESTIVAL

Celtic Connections benefits from significant public and private sector support to ensure its continued success – since 1994 more than eighty companies and organisations have provided financial and in-kind support.

Funders

Celtic Connections is promoted by **Glasgow Life**, **Glasgow City Council**, **Creative Scotland** and **EventScotland** invest in the festival in return for its social, cultural and economic impact on the city.

Once again, **EventScotland** will provide valuable support to Celtic Connections in 2012, allowing Celtic Connections to target visitors from outwith Scotland and drive tourism during the normally quite post-festival period. The **Year of Scotland's Islands** will also support key Celtic Connections activity in 2012, with details to be announced.

Celtic Connections takes place during the **Year of Creative Scotland**, a chance to spotlight, celebrate and promote Scotland's cultural and creative strengths on a world stage. The festival is also a highlight of **Scotland's Winter Festivals** programme which culminates in and around Burns Night.

Culture Ireland, the agency responsible for the promotion of Irish arts worldwide, is delighted to be supporting the participation of some of the best emerging and established Irish artists at this year's festival.

Principal Sponsor – ScottishPower extend their support for 2012

Following five extremely successful years of working with Celtic Connections as the festival's **Principal Sponsor**, **ScottishPower** will continue to support the festival in 2012. The company's commitment to Celtic Connections enables festival organisers to bring the best in international and home-grown talent to Glasgow every January.

For the third year running the company are also supporting the **ScottishPower Powerful Performance**. This unique competition encourages pupils across Scotland to celebrate their musical heritage by offering one lucky secondary school group the opportunity to perform at Celtic Connections 2012.

Ann Loughrey, Head of Corporate Social Responsibility at ScottishPower, said: "ScottishPower is committed to supporting the arts in the UK and we are proud that this is our sixth year as principal sponsor of Celtic Connections. Celtic Connections is such an important part of Scotland's cultural calendar and we are proud to support the festival as it celebrates the vibrancy of the Scottish music scene, its Celtic traditions and heritage."

Media Partners

The Sunday Herald, Evening Times, The Herald and HeraldScotland.com continue to provide in-depth preview and review coverage of the festival. The titles provide valuable support to up-and-coming talent performing at Celtic Connections, with the Sunday Herald supporting the festival's New Voices commissioning strand, and the Evening Times supporting the Danny Kyle Open Stage.

The **BBC** has supported Celtic Connections since the festival began, and in 2012 **BBC Radio Scotland** will broadcast a host of foyer shows from its Pacific Quay headquarters, including a very special festival launch event on 25th October, which will be broadcast live on **Mary Ann Kennedy's Global Gathering**. BBC Radio Scotland will also broadcast the **BBC Young Traditional Musician of the Year Final** live from City Halls, and Take the Floor live from the Pearce Institute. **BBC Radio 2** and **BBC Radio 3** will once again be in attendance, and **BBC Scotland** will broadcast TV highlights of the festival. **MAC TV, Beesnees Media** and **Celtic Music Radio** also support the festival.

Glasgow City Marketing Bureau, VisitScotland and **EventScotland** support the festival by raising its profile, both internationally and throughout the UK.

Education Partners: In addition to the support of **Creative Scotland**, the **Celtic Connections Education Programme** is supported by the **Celtic Connections Friends**, enabling thousands of school children to enjoy free in-school workshops and experience live music at education concerts throughout the festival.

Other sponsors, supporters and friends of the festival include: First ScotRail, Hire a Phone, Coda Music and Glasgow Dine Around.

ENDS

For further information please contact:

Celtic Connections Press Office

Tel: 0141 353 8070

www.celticconnections.com/media

ScottishPower became Principal Sponsor of Celtic Connections in 2007. Through the sponsorship, the company encourages its staff and the communities it works within to experience and enjoy the arts. ScottishPower's partnerships reflect the company's belief in the importance of enabling culture to be accessible for all. For background on ScottishPower log onto www.scottishpower.com

Celtic Connections is promoted by Glasgow Life. Glasgow Life and its service brands (found at www.glasgowlife.org.uk) are operating names of Culture and Sport Glasgow (CSG). CSG is a company limited by guarantee, registered in Scotland with company number SC313851 and having its registered office at 20 Trongate Glasgow G1 5ES. CSG is registered as a charity with the office of the Scottish Charity Regulator (No SCO37844).

EventScotland

EventScotland is the national events agency.

EventScotland is working to make Scotland one of the world's leading event destinations. By developing

an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors.

For further information about EventScotland, its funding programmes and latest event news visit www.EventScotland.org.

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